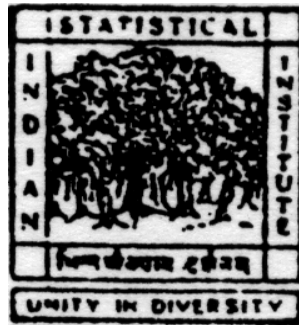


***TRAINING PROGRAMME***  
***ON***  
***Statistical Techniques for Data Mining &***  
***Business Analytics (DMBA)***

**DURING MARCH 5 - 7, 2012**

**VENUE : INDIAN STATISTICAL INSTITUTE, MUMBAI**



***Conducted by:***  
**SQC & OR Unit, Mumbai**  
**Indian Statistical Institute,**  
Room No 320, 3rd Floor Old C G O Building  
101 Maharshi Karve Road, Mumbai 400 020:  
Tel 22014588 / 22004574  
email: [isibombay@vsnl.com](mailto:isibombay@vsnl.com)  
[www.isimumbai.co.in](http://www.isimumbai.co.in)

## **Program Objective:**

This program is designed to guide business analytics professionals in extracting implicit, previously unknown and potentially useful knowledge from large data sets, developing performance models & usage of optimization techniques.

## **Program Benefits:**

The participants will acquire the knowledge on,

- Multiple Response Scoring and Classification Methods
- Market Basket Analysis (frequent item set generation & association rule mining)
- Basics of Business Forecasting
- Developing models using Decision Tree Algorithms and Linear, Logistic & Non Linear Regression techniques
- Identification of Clusters (using K-Mean clustering & Hierarchical clustering Algorithms)
- Basics of Optimization Techniques using Solver Application
- Hands on experience on the usage of open source Data Mining Software & build in MS Excel Applications
- Free Tools (MS Excel Macros) for
  - a. Identification of outliers in Univariate & Multivariate datasets
  - b. Multiple Response Scoring & Classification Methods

## **Course Contents:**

- Introduction
- Fundamentals of statistics
- Missing value analysis
- Identification of outliers in univariate & multivariate data sets
- Cross validation
- Market basket analysis: Frequent item set generation & association rule mining
- Basics of business forecasting
- Decision tree
- Linear regression
- Logistic regression
- Polynomial regression
- *K-nearest* neighbors methodology

- Cluster Analysis: K mean clustering, K mediods clustering, etc
- Optimization techniques: Linear & Integer programming applications

### **Course Fee:**

INR 16,545/- per participant (INR 15,000 +10.3 % service tax) or US\$ 350 for overseas participant (inclusive of course material, kit, lunch & snacks).

<b>Category</b>	<b>Discount (per participant)</b>
Institute client or self sponsored	1500/-
Group Nomination (3 nominations)	10% of total

### **Important Dates:**

Last date of submission of nominations: **1<sup>st</sup> March 2012**

Program dates: **5 - 7 March 2012**

Timing: **9:30 hrs - 17:30 hrs**

Venue: Indian Statistical Institute, Mumbai

## **Indian Statistical Institute**

- The Indian Statistical Institute is a quasi central organization under the Ministry of Statistics & Programme Implementation.
- It is declared by an Act of Parliament as an Institute of National Importance.
- Over the years the Institute has grown as a multi-disciplinary organization.
- It functions as a University empowered to award degrees upto Ph.D.; as a Corporation in undertaking large scale projects; as a Firm of Consultants to industries to improve Quality, Reliability and Efficiency and as a Meeting place

## **Role & Function of SQC & OR Division**

- The pioneer and leader in blending statistical theory with practice and institutionalizing the continuous improvement process into a sustaining system.
- To strengthen national economy through continual search for excellence in Quality.
- To disseminate the basic concepts and techniques for Quality Improvement by organizing Training programs, Workshops and In-house programs.
- To develop highly skilled professionals capable of self actualization.
- To help industries in their efforts to cope up with the growing challenge of global competition through implementation of quality system based on ISO-9000 series, ISO-14000, QS-9000 standards, Six Sigma & World Class Manufacturing.
- To continually develop and improve methodologies through applied research efforts to attain International Standards in services provided.
- To provide solutions to the problems pertaining to the entire gamut of complex Business Decision Processes with the aid of Statistics and Operations Research @ Statistics

**Statistical Techniques for Data Mining and Business Analytics  
March 5 - 7, 2012**

***NOMINATION FORM***

*Organization :*

*Mailing Address :*

*Contact Person :*

*E-mail :*

*Phone : Fax :*

*Details of the participants attending the program:*

*1. Name :*

*Position :*

*2. Name :*

*Position :*

*3. Name :*

*Position*

*Details of DD/Cheque attached (Rs. 16,545/-) per participant incl. Service tax @10.3%) in favour of "Indian Statistical Institute" payable at Mumbai*

*Amount : \_\_\_\_\_*

*DD/Cheque No. : \_\_\_\_\_ Date : \_\_\_\_\_*

*Bank : \_\_\_\_\_ Branch : \_\_\_\_\_*

*Signature :*

*Name :*

*Date :*

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*\*Xerox copy of this form may be used in case of more participants*

*Please e-mail the form to : [isibombay@vsnl.com](mailto:isibombay@vsnl.com)*

*or send to : Program Director ,DMBA*

*SQC & OR Unit, Indian Statistical Institute*

*Room No,320, 3<sup>rd</sup> Floor, Old CGO Bldg. 101, Maharshi Karve Road, Mumbai 400020 Tel. 022 – 22014588 / 22004574 email : [isibombay@vsnl.com](mailto:isibombay@vsnl.com), [www.isimumbai.co.in](http://www.isimumbai.co.in)*